

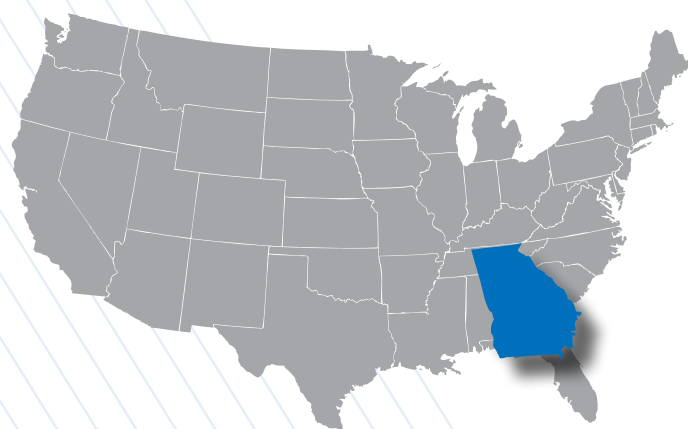
MEP • MANUFACTURING
EXTENSION PARTNERSHIP



Georgia Manufacturing Extension Partnership (GaMEP)

The Georgia Manufacturing Extension Partnership (GaMEP) is a program of Georgia Tech's Enterprise Innovation Institute and is a member of the National MEP network supported by the National Institute of Standards and Technology (NIST). The GaMEP, with offices in nine regions across the state, has been serving Georgia manufacturers since 1960. They offer a solution based approach through coaching and education designed to increase top line growth and reduce bottom line cost.

With a broad range of expertise in project management, engineering, implementation, and more, the GaMEP is a state and federally funded initiative, making it a cost effective alternative to traditional consulting. Specializing in areas such as Lean and process improvement, quality management, energy management, sustainability, and business growth (new customer development, new market expansion, and product development), their mission is to help manufacturing companies across Georgia grow and stay competitive. As part of a customized approach, the GaMEP can connect you to the vast resources of Georgia Tech and the state to ensure manufacturers meet their goals. GaMEP is a resource and partner for manufacturers.



For more information, contact

Chris Downing, Center Director
Georgia Institute of Technology
75 Fifth Street, NW, Suite 700
Atlanta, Georgia 30308-0640
(404) 894-7700
www.gamep.org

Georgia MEP CLIENT IMPACTS

Impacts are based on clients receiving service in FY2012

Total Increased/
Retained Sales



\$309.3 Million

Total Increased/
Retained Jobs



1,103

New Client
Investments



\$108.8 Million

CLIENT SUCCESS: FONDARIFIC

“We could not have done all this without Georgia Tech.”

Laura Darnal, Partner

How Sweet It Is: Fondant Manufacturer Achieves Growth

Fondarific manufactures a moldable icing used on cakes and other baked goods out of its Savannah facility. The idea for the company started six years ago. Laura Darnall and Lois Judy met through their daughters' soccer league. Darnall, then a kindergarten teacher, had developed an edible product (Candy Clay Dough) for her students to use in art projects. She brought the product to a soccer party, where it caught the eye of Judy, a registered nurse and they officially launched the company in 2008. Now Fondarific employs 18 people, produces 14 flavors of fondant and its customers include bakeries, retailers, distributors and individual cooks across the globe.

Situation:

Within a year, Fondarific went from production in a shed to a 1,500-square foot production facility to a 3,000 square foot facility. The firm was growing at a very fast pace and turned to the Georgia Manufacturing Extension Partnership (GaMEP), a NIST MEP affiliate located at Georgia Tech, to help improve the production flow in the production facility and with overall growth planning.

Solution:

GaMEP used lean principles to improve production flow and provided advice on equipment purchases. When Fondarific moved into its current 10,000-square-foot facility, the GaMEP advisor oversaw production floor layout and spearheaded the company's shift to increased automation in its manufacturing process.

A Georgia Tech's Coastal Region manager also put Fondarific in touch with the Economic Gardening Program. The program helped the firm optimize its website for search engines, provided insight on which companies are Fondarific's biggest competitors, and pinpointed which countries are strong markets for fondant.

Results:

- * Grew to \$2.5M in revenues in 2011
- * Exports to Australia, Canada, Guatemala, the Netherlands, New Zealand, Spain and the U.K.
- * Reduced labor expenses by 18% (enabling more competitive pricing)
- * U.S. Small Business Administration Georgia Small Business Persons of the Year in 2012

\$2.5 million
increased sales